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CONSUMER PURCHASES OF Selected Fruits and Juices

JULY 1958



CPFJ 69

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

September 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JULY 1958

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household purchases of canned single-strength orange and lemon juices, and frozen and shelf-pack concentrated orangeades in a 4-week period of July 1958 were well above levels of a year earlier. Chilled orange juice and canned grapefruit sections were purchased in about the same volume as in the comparable period of July 1957. However, purchases of canned single-strength orangeade, frozen concentrated lemonade, and prune and tomato juices declined moderately; canned single-strength grapefruit juice and frozen concentrated orange juice dropped substantially. Purchases of other canned single-strength and frozen concentrated juices not individually reported were well above those of July 1957.

Buying of fresh lemons was down moderately, while fresh oranges and grapefruit were purchased in substantially smaller quantities than in the preceding July.

Prices paid for selected fruit and juices, except frozen concentrated lemonade, were up from a year earlier. The rise in prices paid for citrus items and the decline in volume of purchases reflected the smaller crops of oranges and grapefruit in the 1957-58 season and a lower level of production of almost all processed products.

Frozen juices, chilled juice, and ades: Household purchases of frozen concentrated orange juice--3.3 million gallons in July 1958--were about 40 percent below the level of a year earlier. 1/ The volume of purchases, the proportion of families buying, and the average size of purchase per buying family, however, were about the same as in the preceding month, in contrast to rather sharp declines in most months since the freezes in Florida. In comparison with a year earlier, the proportion of families buying the concentrate was down 7 percentage points, purchases per buying family were down 25 percent, but the average price paid, 24.2 cents per 6-ounce can, was up 79 percent (table 1, fig. 1).

The quantity of frozen concentrated juices other than orange and grapefruit purchased in July 1958 was up about 15 percent from the preceding month and 27 percent from a year earlier. 2/ Prices paid for these juices, which have remained steady since March, averaged 19.2 cents per 6-ounce can, about 1 cent more than in July 1957 (tables 1 and 5).

1/ Data in this report are for 28-day periods to facilitate comparisons.

2/ Purchases of frozen concentrated grapefruit juice, frozen single-strength lemon juice, and shelf-pack lemonade in July 1958 were too small for analysis.

Household buying of chilled orange juice--1.7 million gallons--held at about the July 1957 level. Purchases of the product, October 1957-July 1958, were about one-fifth greater than in the corresponding period a year earlier. Consumers paid an average of about 41 cents for a quart of chilled orange juice in July 1958, 6 cents more than in July 1957 (tables 1 and 6).

The quantity of canned single-strength orangeade purchased for home use in July 1958 was moderately less than in July 1957 while cumulative purchases for the season dropped a little below the level of the corresponding period in 1956-57. Families purchased single-strength orangeade less frequently and in smaller quantity in July 1958 than a year earlier and paid 28.1 cents per 46-ounce can, up 1.3 cents from July 1957 (table 2, fig. 2).

Purchases of shelf-pack orangeade were up 30 percent from July 1957. Purchases so far this season were also substantially above the level of the corresponding period a year earlier. The gain over the preceding July reflected an increase in the percentage of families buying, and a larger purchase by the average family buying the product. About 17.8 cents was paid for a 6-ounce can of shelf-pack orangeade, 1 cent more than in July 1957 (table 1).

Household buying of frozen concentrated orangeade also was up substantially from July 1957. The proportion of families buying the product, while quite small, was the highest reported for 2 years. The 14.4 cents paid for a 6-ounce can of this product represented a rise of 0.6 cent from the preceding July.

Household buying of frozen concentrated lemonade in July 1958 was 5 percent below the level of a year earlier. The decline reflected a small drop in the percentage of families buying the product. Cumulative purchases from October 1957 through July 1958 declined to the level of the corresponding 1956-1957 period as a result of relatively low purchases in June and July. The price paid for frozen lemonade in June and July 1958 averaged 10.3 cents per 6-ounce can, a record low for this product (table 1, fig. 2).

Canned juices and fruit: July 1958 purchases of canned single-strength orange juice were 11 percent greater than the quantity bought in July a year earlier with season-to-date purchases 44 percent ahead of the corresponding 10 months in 1956-57. The gain over July 1957 was associated with some increase in the proportion of families buying and with a somewhat larger average size of purchase. About 35.2 cents was paid for a 46-ounce can of single-strength orange juice, a rise of nearly 5 cents from July 1957 (table 2, fig. 3).

Canned single-strength grapefruit juice was bought by only 6 percent of the Nation's families in July 1958, the smallest proportion reported since this series began in 1949. Purchases in July were about 21 percent below last year's level, and cumulative purchases for the season were about 5 percent

below the volume of the corresponding period in 1956-57. An average of 32.4 cents was paid for a 46-ounce can of grapefruit juice in July 1958, an advance of 5 cents over a year earlier (table 2, fig. 3).

The quantity of canned single-strength lemon juice purchased by households in July 1958 was about 5 percent greater than in July 1957. Purchases for this season, however, remained about the same as for the corresponding months of 1956-57. The price paid in July, 10.6 cents per $5\frac{1}{2}$ -6-ounce can, was slightly higher than a year earlier (tables 2 and 6).

Home buying of prune juice in July 1958 dropped 9 percent below the level of the preceding year. The proportion of families buying, about 7 percent, was down a little and the quantity purchased by the average buying family was also moderately smaller. About 33.9 cents was paid for a 32-ounce bottle of prune juice, 1 cent more than in July 1957 (tables 2 and 7).

Consumer purchases of tomato juice also fell 9 percent from the level of July 1957. The decline reflected a rather large drop in the quantity purchased by the average buying family, which more than offset a gain of 1 percentage point in the proportion of families that bought the product. Prices paid for tomato juice averaged about 29 cents per 46-ounce can, an increase of 2.3 cents from July of the preceding year (tables 2 and 7).

Consumer purchases of the canned single-strength juices not individually reported in July 1958 were up substantially from July 1957. The gain was associated with a rise of more than 3 percentage points in the proportion of families buying, along with a moderate increase in the size of the average consumer purchase. These juices accounted for about 49 percent of the total purchases of single-strength juices in July 1958, while a year earlier these juices comprised about 43 percent of the total. About 32.2 cents was paid for a 46-ounce can, an advance of 1.1 cent from July 1957 (tables 2 and 8).

Buying of canned grapefruit sections in July 1958 was about at the level of a year earlier. Some decline in the proportion of the families buying was offset by a 12-percent increase in the average purchase per buying family. The average price paid, 20.2 cents per No. 303 can, was up about 1.5 cents from the preceding July (tables 2 and 4).

Fresh fruit: Purchases of fresh oranges for home use in July 1958 were down 46 percent from a year earlier, reflecting a substantial drop in the percentage of families buying and a moderately large decline in the number of oranges purchased by the average buying family. Consumers paid an average of 62.8 cents for a dozen oranges in July 1958, about 16 cents more than in July 1957. The quantity of California-Arizona oranges purchased was about a third below that of the preceding July, but the price paid averaged 17 cents higher--64.8 cents per dozen. Purchases of Florida oranges dropped nearly 75

percent below the level of July 1957. About 63 cents per dozen was paid for these oranges, an increase of 17 cents over a year earlier. Buying of oranges not identified as to area of production fell nearly 50 percent (table 3, figs. 4-6).

Purchases of fresh grapefruit declined 53 percent from July 1957. Nearly half of the grapefruit bought were produced in California-Arizona, while most of the balance were unidentified as to area of production. The price paid for grapefruit averaged \$1.37 per dozen, up 32 cents from July 1957 (table 3, fig. 4).

The volume of lemons purchased by householders declined about 9 percent from a year earlier. The smaller volume was associated with a decrease in the proportion of families buying, and by a somewhat smaller average size of purchase per buying family. Purchases of lemons so far this season, however, were somewhat heavier than in the corresponding period a year earlier. Consumers paid an average of 42.7 cents for a dozen lemons in July 1958, 2 cents more than a year earlier (table 3, fig. 4).

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, July 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying				Per buying family				Average prices paid		
	1958		1957		Total purchases		Purchases	Quantity per purchase			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Unit	1958	1957
Frozen concentrated juices:											
Orange.....	22.9	29.7	3,284	5,487	2.1	2.1	17.2	22.9	6	24.2	13.5
Grapefruit.....	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	6	1/2	1/2
Other concentrates.....			807	636			14.5	13.7	6	19.2	18.1
Total.....	27.1	32.4	4,142	6,177	2.3	2.3	16.6	21.3			
Chilled orange juice.....	3.4	3.3	1,714	1,674	3.3	3.4	38.6	39.0	3/32	41.2	35.0
Concentrated ades:											
Frozen:											
Lemonade.....	18.4	19.1	2,786	2,930	1.6	1.7	24.8	23.1	6	10.3	11.1
Shelf-pack:											
Orangeade.....	1.4	1.3	148	114	1.5	1.4	17.3	16.4	6	17.8	16.9

1/ Too few purchases reported for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, July 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying				Per buying family				Average prices paid		
	1958		1957		Total purchases		Purchases	Quantity per purchase			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Unit	1958	1957
Single-strength juices:											
Orange.....	10.4	9.9	1,277	1,146	1.8	1.7	58.4	58.2	46	35.2	30.5
Grapefruit.....	6.1	7.4	674	854	1.6	1.5	58.9	64.2	46	32.4	27.4
Lemon.....	4.6	4.5	113	108	1.3	1.3	15.9	16.2	5½-6	10.6	10.4
Prune.....	6.8	7.2	566	623	1.7	1.8	40.9	40.7	32	33.9	33.0
Tomato.....	17.2	16.1	1,573	1,729	1.5	1.6	53.7	58.3	46	29.1	26.8
All other.....	31.7	28.2	4,118	3,417	2.0	2.1	54.6	50.7	46	32.2	31.1
Total.....	51.4	47.8	8,321	7,877	2.6	2.7	52.6	52.2			
Single-strength orangeade..	4.6	4.4	594	653	1.4	1.6	75.9	80.2	46	28.1	26.8
Grapefruit sections.....	4.7	5.3	292	296	1.6	1.5	37.3	35.4	2/16	20.2	18.7

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, July 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family		Average price per dozen	
					Purchases	Quantity per purchase		
	1958	1957	1958	1957	1958	1957	1958	1957
			1,000 boxes	1,000 boxes	Number	Number	Units	Units
Oranges:	Percent	Percent					Cents	Cents
California-Arizona.....	13.4	19.0	587	887	1.9	1.8	10.6	64.8
Florida.....	1.9	5.6	104	383	1.9	2.0	11.3	62.9
Unidentified.....	3.1	4.2	95	183	1.3	1.4	10.9	54.3
Total 1/.....	17.0	25.8	801	1,477	2.0	2.0	10.7	62.8
Grapefruit:								
California-Arizona.....	2.5	2.5	97	109	1.7	1.5	3.8	4.6
Florida.....	1.1	3.8	36	171	1.5	1.7	3.0	3.9
Unidentified.....	2.2	3.5	79	185	1.6	1.7	3.9	4.7
Total 1/.....	5.3	8.6	226	477	1.9	1.9	3.7	4.4
Lemons.....	29.3	30.4	585	642	1.7	1.7	8.0	8.3

1/ Includes purchases of Texas fruit.

2/ Too few purchases reported for analysis.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice				Canned grapefruit sections			
	Percentage of all families buying	Purchases	Average price per 6-ounce can	Percentage of all families buying	Purchases	Average price per No. 303 can		
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0
October-December 3/.....			217	250			803	994
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6
October-March 3/.....			452	522			1,675	1,853
April.....	1.0	2/	76	2/	17.1	2/	5.1	5.0
May.....	2/	1.0	2/	70	2/	14.9	5.7	5.0
June.....	2/	1.0	2/	92	2/	14.7	5.8	4.6
October-June 3/.....			667	751			2,649	2,638
July.....	2/	2/	2/	2/	2/	5.3	5.3	296
August.....	2/	2/	2/	2/	2/	5.4	5.4	301
September.....	2/	2/	2/	2/	2/	5.1	5.1	285
Season 3/.....			942	14.4			3,588	18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date 1/

Period	Other frozen concentrated juices 2/				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December 3/.....	1,817	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March 3/.....	4,261	3,077					37,466	36,032
April.....	808	492	19.2	18.4	28.9	29.9	4,876	5,497
May.....	703	528	19.3	18.1	27.6	32.9	4,685	6,894
June.....	700	581	19.2	17.9	26.8	32.9	4,074	6,511
October-June 3/.....	6,679	4,814					52,242	56,493
July.....	807	636	19.2	18.1	27.1	32.4	4,142	6,177
August.....	567		18.2			31.6		5,824
September.....	502		18.3			31.1		5,892
Season 3/.....		6,667		18.1				75,792

1/ Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

2/ All frozen concentrated juices except orange and grapefruit are reported as other.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice				Single-strength lemon juice			
	Percentage of : all families buying	Purchases	Average price per equivalent quart	Percentage of : all families buying	Purchases	Average price per 5½-6 ounce can		
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/
October.....	3.5	3.0	1,794	1,146	36.3	36.8	48	49
November.....	4.1	2.7	1,869	1,296	35.8	37.3	45	42
December.....	3.5	3.3	1,786	1,579	35.9	36.1	50	47
October-December 2/.....			5,958	4,398			156	150
January.....	4.3	3.2	2,129	1,666	35.4	35.0	38	45
February.....	4.7	3.6	2,163	1,650	36.4	35.7	47	38
March.....	4.8	3.4	2,277	1,794	38.4	35.5	54	48
October-March 2/.....			13,153	9,968			304	292
April.....	4.4	3.6	2,147	1,858	39.6	35.6	55	48
May.....	4.2	3.5	2,099	1,937	40.9	35.2	68	63
June.....	4.0	3.7	2,087	1,933	40.4	34.9	84	105
October-June 2/.....			19,944	16,185			525	521
July.....	3.4	3.3	1,714	1,674	41.2	35.0	4.6	113
August.....	3.1		1,574		35.1		3.4	87
September.....	3.0		1,525		35.7		2.6	55
Season 2/.....			21,347		35.5			787
								11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice								Tomato juice							
	Percentage of : all families buying				Average price : per 32-ounce bottle				Percentage of : all families buying				Average price : per 46-ounce can			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
:																
:	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents				
October.....	7.7	8.1	666	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8				
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7				
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8				
October-December 2/.....			2,047	2,086					5,644	5,308						
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2				
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4				
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1				
October-March 2/.....			4,205	4,366					11,824	11,400						
April.....	7.4	8.0	644	699	34.0	32.7	18.6	18.9	1,876	1,993	28.5	26.6				
May.....	7.0	7.4	642	663	33.7	32.6	17.4	18.1	1,794	1,929	28.7	26.3				
June.....	6.7	7.2	600	629	33.9	32.8	17.1	17.3	1,751	1,761	28.5	26.8				
October-June 2/.....			6,200	6,506					17,602	17,506						
July.....	6.8	7.2	566	623	33.9	33.0	17.2	16.1	1,573	1,729	29.1	26.8				
August.....			7.0	595					1,654				26.5			
September.....			7.8	670					1,581				26.4			
Season 2/.....				8,526						22,841			27.1			
:																

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/								Total single-strength juices							
	Percentage of : all families buying				Average price : per 46-ounce can				Percentage of : all families buying				Average price : per No. 2 can			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
:																
:	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents				
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9				
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0				
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2				
October-December 3/.....			10,620	9,044					25,166	21,882						
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9				
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7				
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7				
October-March 3/.....			22,793	19,338					53,313	46,574						
April.....	30.6	26.9	3,626	3,201	32.4	30.7	51.5	48.2	8,584	7,868	13.9	13.5				
May.....	31.5	28.0	4,146	3,403	31.8	30.6	51.4	48.2	8,898	7,925	13.9	13.5				
June.....	31.7	28.8	4,278	3,351	31.5	30.6	51.3	49.1	8,790	7,805	14.0	13.5				
October-June 3/.....			35,835	30,075					81,539	72,002						
July.....	31.7	28.2	4,118	3,417	32.2	31.1	51.4	47.8	8,321	7,877	14.4	13.6				
August.....			27.7	3,316					7,569				13.6			
September.....			26.0	2,912					7,143				13.6			
Season 3/.....				40,406						96,254						
:																

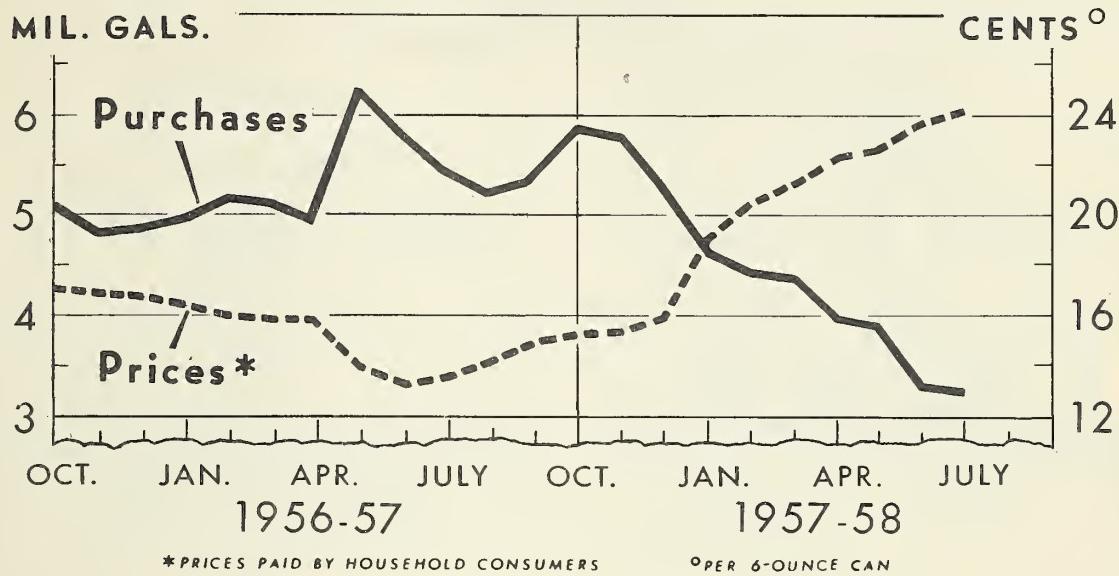
1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58 (9) AGRICULTURAL MARKETING SERVICE

Figure 1

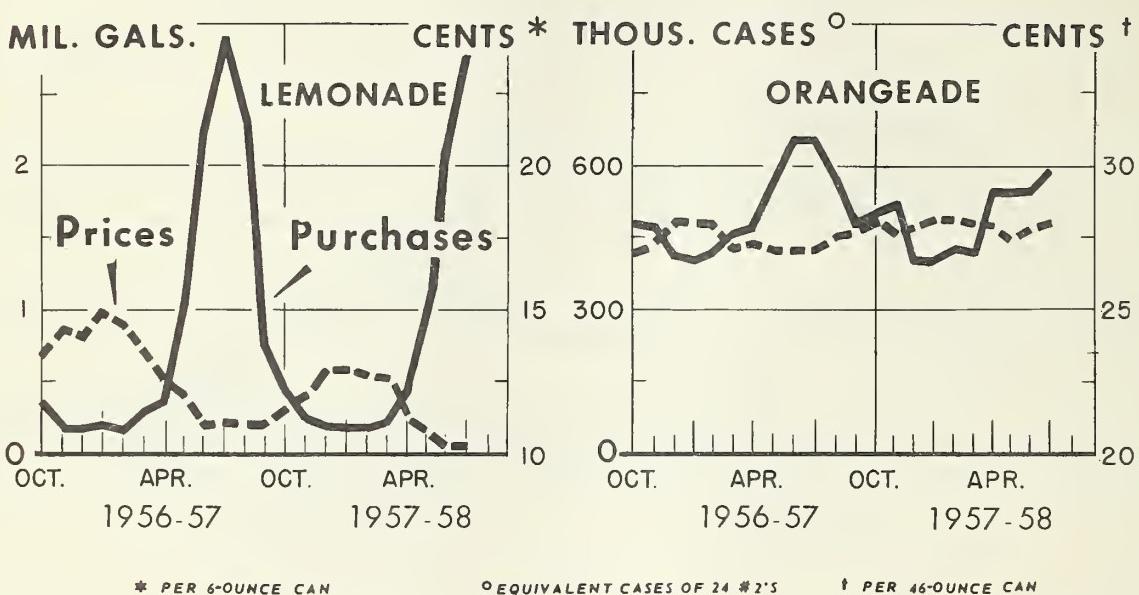
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
			1,000 Percent	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,198	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....	25.2	28.0	3,992	4,959	22.2	15.9
May.....	24.2	30.8	3,915	6,296	22.5	14.0
June.....	23.5	30.3	3,320	5,838	23.9	13.3
October-June 1/.....			44,896	50,928		
July.....	22.9	29.7	3,284	5,487	24.2	13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (9) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

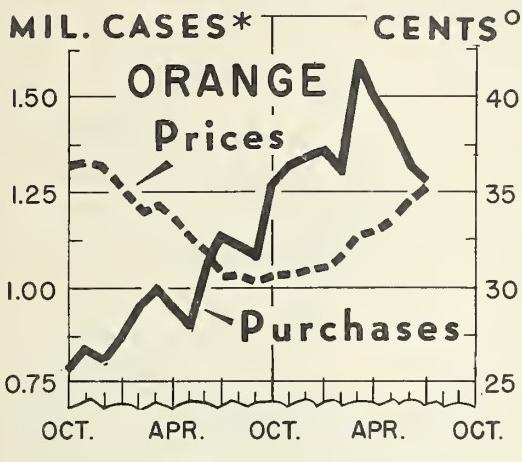
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all families buying		Purchases		Average price per 6 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	404	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,382					2,867	2,781		
April.....	4.7	3.5	438	366	11.4	12.4	4.4	3.4	553	465	27.9	27.2
May.....	8.8	8.5	1,115	1,010	10.8	11.9	3.7	4.2	550	572	27.4	26.8
June.....	14.3	17.0	2,048	2,231	10.3	11.0	4.1	4.8	553	652	27.8	26.8
October-June 2/.....			5,761	5,397					4,678	4,609		
July.....	18.4	19.1	2,786	2,930	10.3	11.1	4.6	4.4	594	653	28.1	26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases 24 No. 2 cans—432 ounces per case.

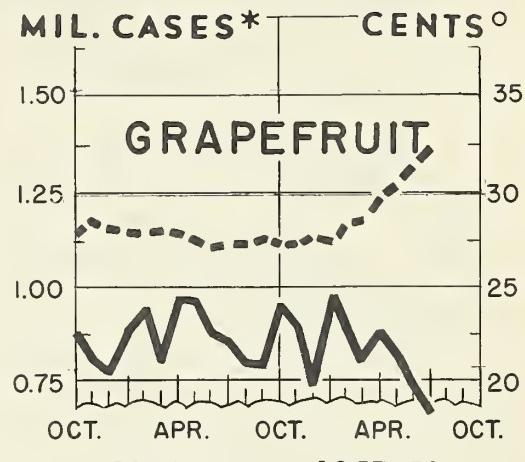
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (9) AGRICULTURAL MARKETING SERVICE

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all:		Purchases	Average price		Percentage of all:	families buying		Purchases	Average price		
	families buying	Purchases		per 46 oz. can	Percent		Percent	Percent		per 46 oz. can	per 46 oz. can	
1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,548	5,663					5,639	5,515		
April.....	11.4	9.2	1,504	949	32.8	33.9	7.8	8.3	879	978	29.5	27.8
May.....	11.0	8.1	1,433	898	33.4	32.7	7.4	8.1	815	969	30.4	27.4
June.....	11.0	9.0	1,328	1,071	34.3	31.9	7.2	7.5	749	888	31.4	27.1
October-June 2/.....			13,129	8,849					8,248	8,545		
July.....	10.4	9.9	1,277	1,146	35.2	30.5	6.1	7.4	674	854	32.4	27.4
August.....				1,124		30.6			793		27.3	
September.....				1,132		30.3			793		27.6	
Season 2/.....					12,522		33.3			11,172		27.8

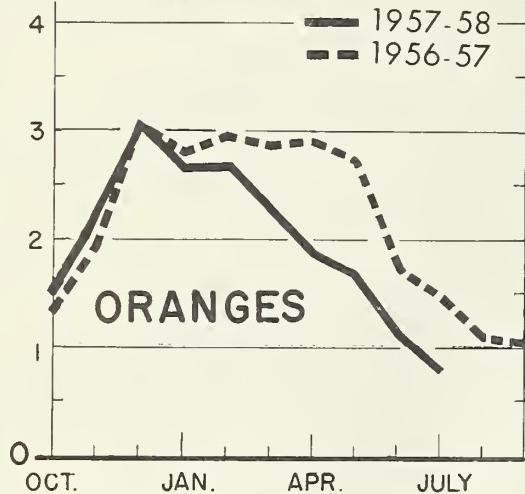
1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

Consumer Purchases

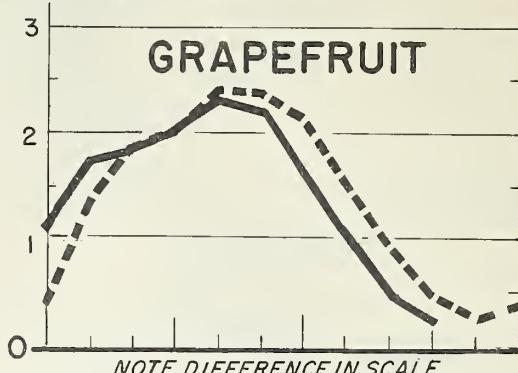
MIL. BOXES



ORANGES

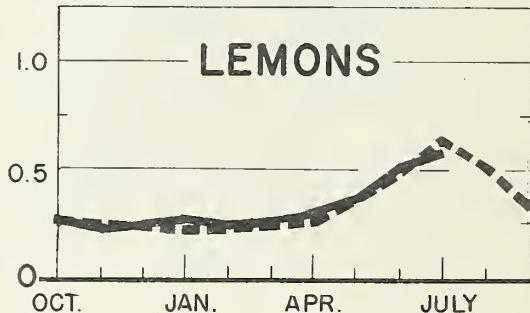
MIL. BOXES

GRAPEFRUIT



NOTE DIFFERENCE IN SCALE

LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4671-58 (9) AGRICULTURAL MARKETING SERVICE

Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	1,000	1,000	Cents	Cents	1,000	1,000	Boxes	Boxes	1,000	1,000	Cents	Cents
November.....	1,526	1,301	46.9	45.2	1,152	1,444	90.8	118.7	259	248	44.1	46.2
December.....	2,162	1,961	39.8	40.0	1,726	1,359	85.2	90.0	226	232	47.1	47.5
October-December 1/.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
January.....	7,343	7,068			5,146	4,076			790	774		
February.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
March.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
October-March 1/.....	2,297	2,870	56.8	44.8	2,193	2,389	89.6	78.7	251	239	46.5	46.2
April.....	15,578	16,405			12,266	11,492			1,604	1,508		
May.....	1,884	2,938	63.7	46.4	1,638	2,131	103.0	82.2	295	285	45.2	43.2
June.....	1,686	2,719	62.0	48.5	1,085	1,540	116.6	90.1	363	359	44.6	43.3
October-June 1/.....	1,125	1,676	61.5	47.7	496	880	125.0	97.8	508	472	42.7	41.7
July.....	20,651	24,276			15,656	16,359			2,888	2,727		
August.....	801	1,477	62.8	46.5	226	477	137.0	105.5	585	642	42.7	40.8
September.....	1,129		47.8		246		115.9		508		42.5	
Season 1/.....	1,045		49.3		352		109.5		327		43.6	
	28,193		44.3		17,510		85.3		4,322		44.1	

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

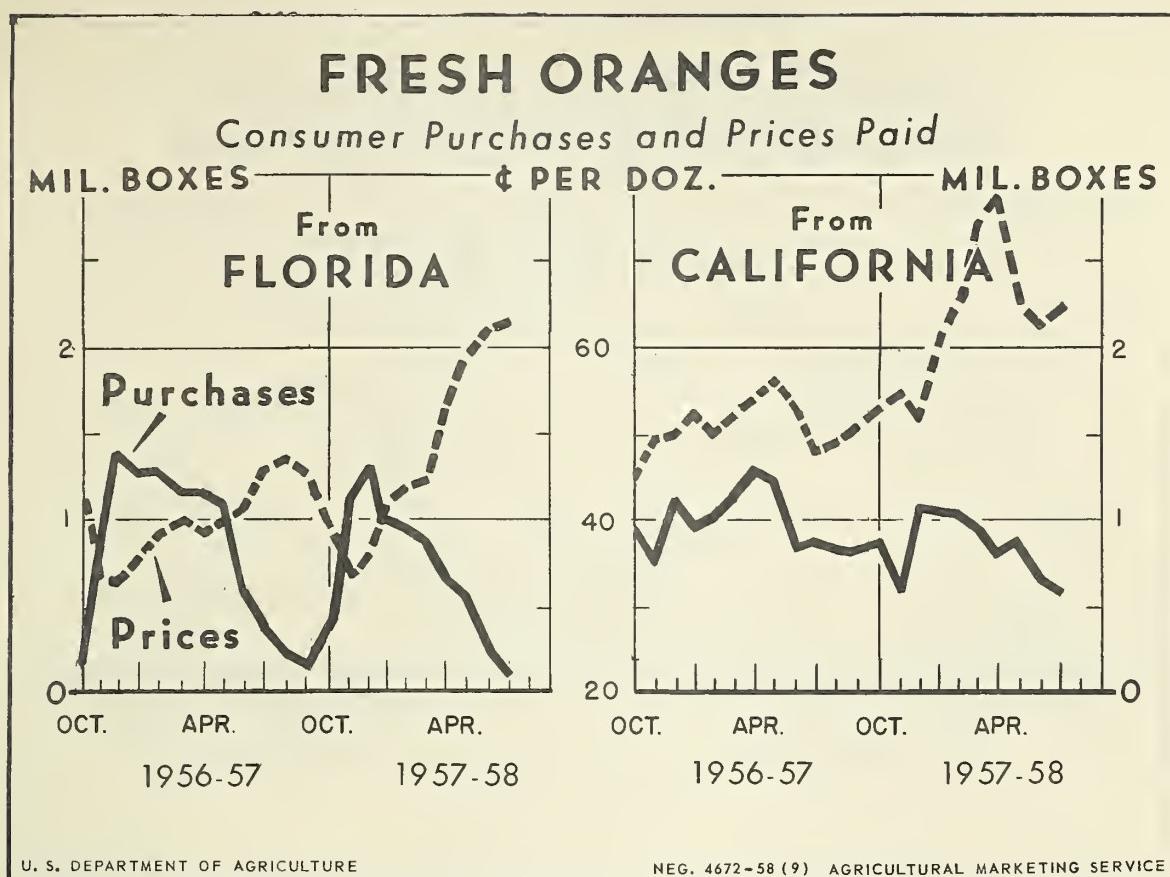


Figure 5

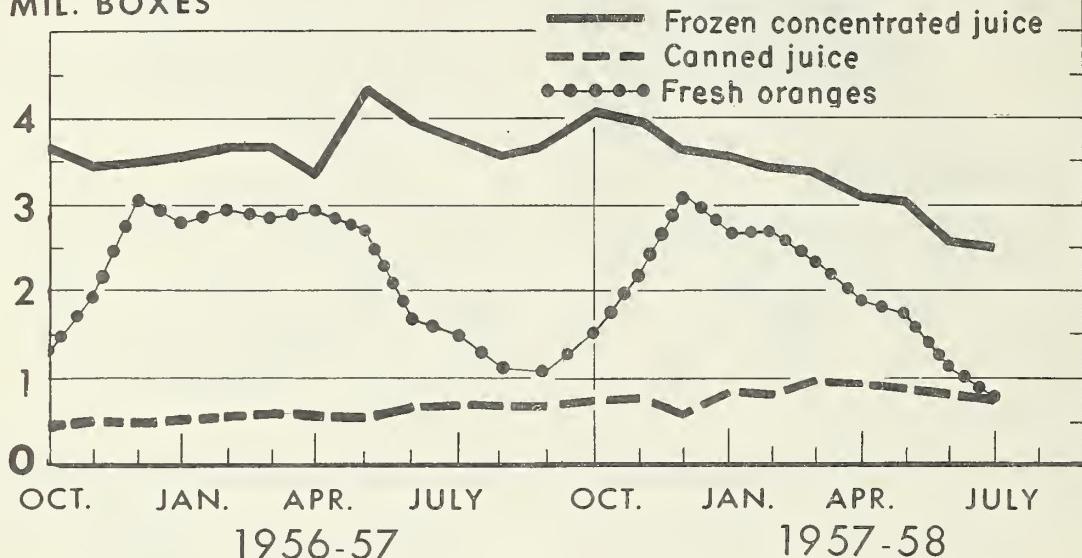
Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....	675	1,165	52.9	38.7	803	1,291	77.7	53.9
May.....	552	1,085	58.1	39.9	872	1,221	65.6	56.2
June.....	264	575	62.1	41.7	685	846	62.9	52.4
October-June 1/.....	7,741	9,800			8,515	10,054		
July.....	104	383	62.9	45.7	587	887	64.8	47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

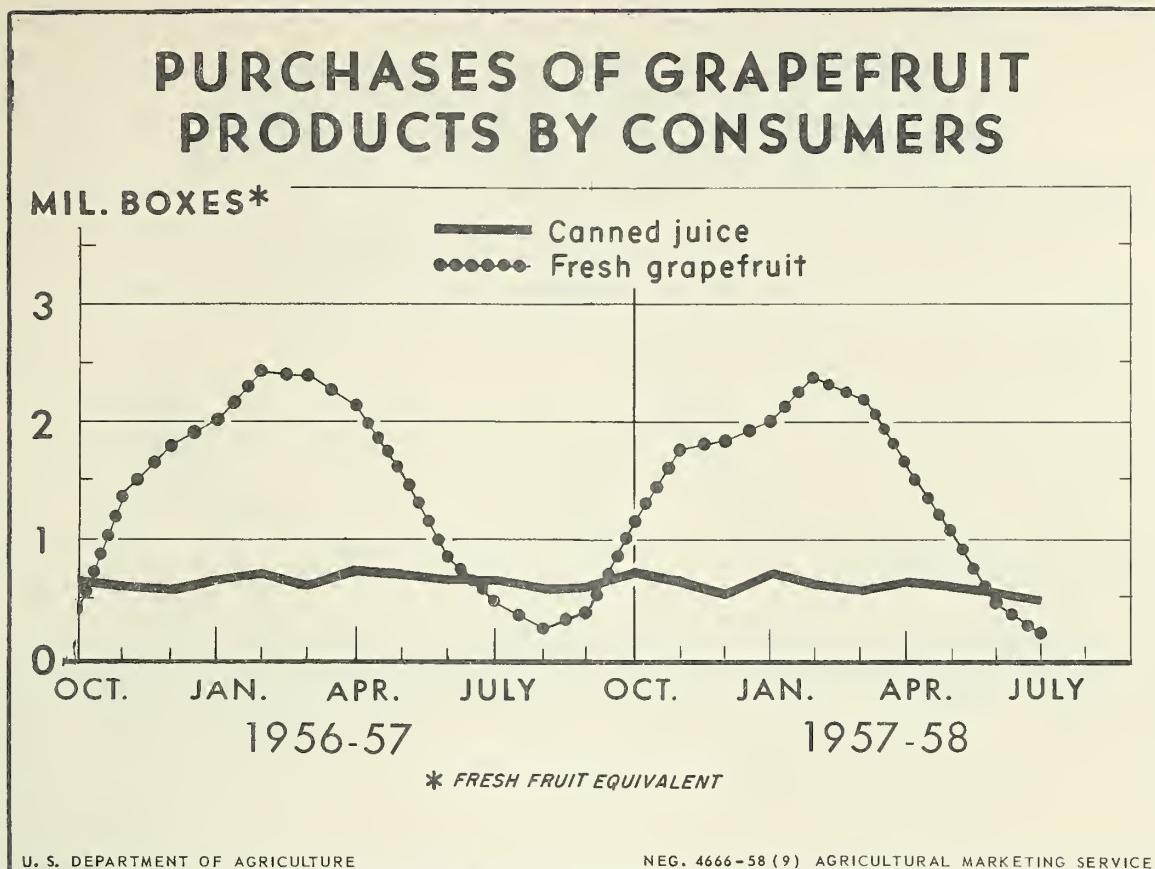
NEG. 4665-58 (9) AGRICULTURAL MARKETING SERVICE

Figure 6

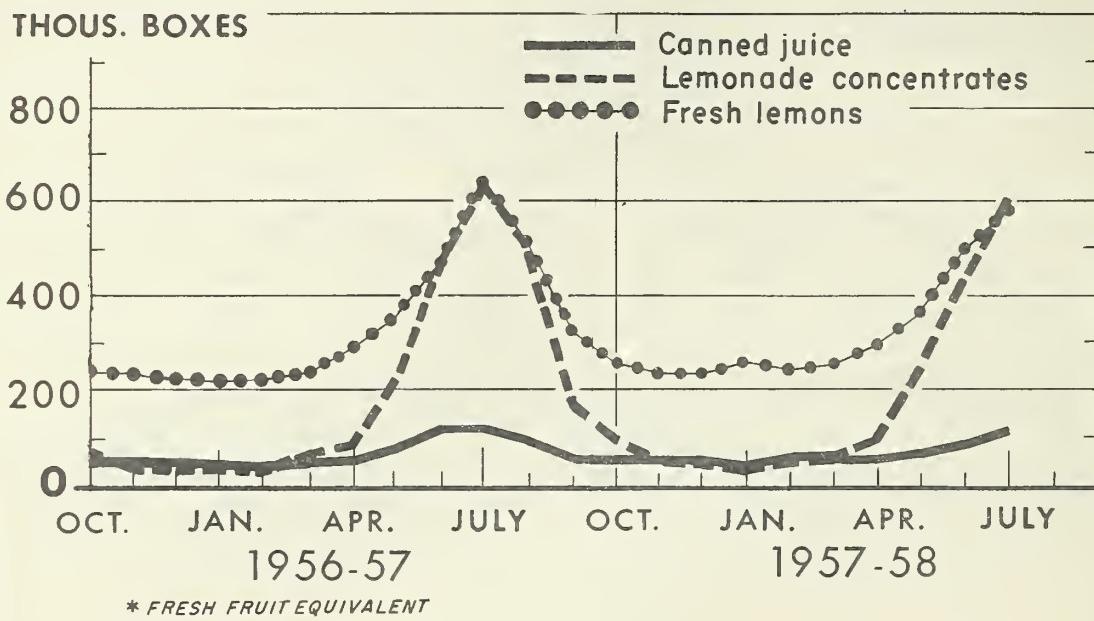
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
Oct. 1956-July 1957	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct. 1956-July 1958	1,526	1,301	4,037	3,620	724	459	6,287	5,380
Nov. 1956-July 1958	2,162	1,961	3,981	3,440	750	494	6,893	5,895
Dec. 1956-July 1958	3,039	3,045	3,649	3,496	525	480	7,283	7,021
Oct.-Dec. 1956-July 1958	7,343	7,063	12,557	11,350	2,213	1,558	22,118	19,986
Jan. 1957-July 1958	2,666	2,772	3,557	3,531	836	516	7,059	6,819
Feb. 1957-July 1958	2,670	2,944	3,401	3,689	809	566	6,880	7,199
Mar. 1957-July 1958	2,297	2,870	3,353	3,664	976	588	6,626	7,122
Oct.-Mar. 1957-July 1958	15,578	16,405	23,750	23,157	5,100	3,353	44,428	42,915
Apr. 1957-July 1958	1,884	2,938	3,090	3,372	937	571	5,911	6,881
May 1957-July 1958	1,686	2,719	3,030	4,281	893	541	5,609	7,341
June 1957-July 1958	1,125	1,676	2,570	3,970	827	645	4,522	6,291
Oct.-June 1957-July 1958	20,651	24,276	33,149	35,734	7,954	5,271	61,754	65,281
July 1957-July 1958	801	1,477	2,519	3,786	796	690	4,116	5,953
Aug. 1957-July 1958		1,129		3,590		677		5,396
Sept. 1957-July 1958		1,045		3,674		681		5,400
Season 1957-July 1958		20,193		47,940		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-58 (9) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	48	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....	295	285	59	51	92	77	94	80	448	416
May.....	363	359	73	70	235	213	239	216	675	645
June.....	508	472	90	115	432	471	439	478	1,037	1,065
October-June 3/.....	2,888	2,727	581	567	1,216	1,138	1,244	1,152	4,713	4,446
July.....	585	642	121	116	588	618	602	629	1,308	1,387
August.....	508	508	95	87	487	500	500	500	1,103	1,103
September.....	327	327	60	54	154	160	160	160	547	547
Season 3/.....	4,322	4,322	855	855	2,481	2,481	2,481	2,481	7,688	7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

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